

Message Text

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TO AMEMBASSY THE HAGUE

UNCLAS STATE 152148

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: MARKET RESEARCH PROGRAM - THE NETHERLANDS

REF: (A) THE HAGUE A-112; (B) THE HAGUE 637

REF (B) SUGGESTS THAT ALL MARKET RESEARCH TO BE CONDUCTED IN THE NETHERLANDS BE PERFORMED UNDER CONTRACT OR BY COMMERCE MRO'S IN PREFERENCE TO THE USE OF POST PERSONNEL. WITH RARE EXCEPTIONS MOST TARGET INDUSTRY RESEARCH (TIR) IS PERFORMED UNDER CONTRACT. LIMITED MANPOWER PREVENTS THE FREQUENT USE OF MRO'S. ON THE OTHER HAND, BUDGET CONSIDERATIONS LIMIT THE NUMBER OF COUNTRIES THAT CAN BE INCLUDED IN ANY GLOBAL MARKET SURVEY(GMS), USING CONTRACTED RESEARCH. A GMS COVERS AN AVERAGE OF ABOUT 15 MAJOR COUNTRY MARKETS BASED ON RE-SEARCH CONDUCTED UNDER CONTRACT. TO ENABLE OTHER IMPORTANT MARKETS TO BE COVERED IN THE GMS, SELECTED POSTS ARE REQUESTED TO PERFORM SURVEYS AGAINST ABRIDGED SPECIFICATIONS. THIS PROCEDURE HAS PERMITTED BROADENING THE COVERAGE OF GMS'S

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TO AS MANY AS 20 OR MORE COUNTRIES. FOR EXAMPLE, IN FY'74

STUDIES WERE CONDUCTED BY POSTS IN THE NETHERLANDS, ON "ELECTRONIC COMPONENTS" AND "PRINTING AND GRAPHIC ARTS EQUIPMENT". THESE STUDIES WILL BE INCLUDED OR REFERENCED IN GLOBAL MARKET SURVEYS, SOON TO BE RELEASED.

REQUESTS MADE TO POSTS TO CONDUCT SUCH STUDIES ARE HELD TO A MINIMUM, USUALLY NOT MORE THAN ONE OR TWO PER POST PER YEAR. THERE ARE BENEFITS TO POSTS THAT CONDUCT SUCH STUDIES, E.G. POST PERSONNEL BECOME INTIMATELY FAMILIAR WITH LOCAL INDUSTRY, THE MARKET PLACE AND THE SALES POTENTIAL FOR U.S. BUSINESS.

REF(A) SUGGESTS THAT THE COMMITTED CCP WORK LOAD LIMITS THE POST'S TIME AVAILABLE FOR MARKET RESEARCH AND REQUESTS THAT RESEARCH REQUIREMENTS ON THE POST BE LIMITED TO SUPERVISION OF NOT MORE THAN THREE TIR RESEARCH CONTRACTS DURING FY75. COMMERCE EXPECTS TO BE ABLE TO ACCEDE TO THIS REQUEST BY UTILIZING CONTRACTORS OUTSIDE OF THE NETHERLANDS, SHOULD THERE BE A REQUIREMENT FOR MORE THAN THREE STUDIES FROM THE NETHERLANDS. KISSINGER

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